

IN THE ABSTRACT

The Abstract as amended below with a replacement Abstract shows added text with underlining and deleted text with ~~strikethrough~~.

Please **REPLACE** the Abstract as marked below to show changes. The replacement Abstract is submitted on a separate sheet (37 CFR 1.72).

-- A digital contents advertisement display method and system using an auction that has a contents outline disclosing part disclosing an outline of contents to be distributed through a digital medium to audiences including sponsors. An advertisement tenant bidding part allows a sponsor to bid for an advertisement tenant contained in the disclosed contents and a sponsor determining part determines a winner sponsor for the advertisement tenant according to a highest price bid by a sponsor. A contents creating part completes the advertisement tenant contained in the contents according to the winner sponsor to complete the contents. A contents distributing part can distribute the completed contents as an advertising medium.--